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Big contest number four

Academy of Accounting Historians

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BIG CONTEST NUMBER FOUR

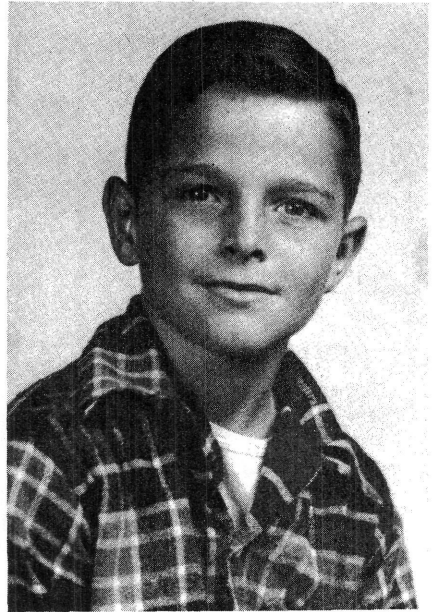
The previous issue of THE NOTEBOOK included a contest wherein readers were challenged to guess the identity of a well known accountant who was pictured. This was the toughest contest held to date. In fact, only one person was able to identify the handsome young man in the photo as H. Thomas Johnson, the individual who was then president of the Academy of Accounting Historians. In fact, the picture appeared on the page facing the modern-day picture of Johnson in his role as president. Several individuals guessed incorrectly. The only correct identification was by Dr. Terry Sheldahl of Millsaps College. This makes the second contest in a row which Terry has won. He was also the first to correctly identify the individual pictured in contest number two.

The contest in this issue is perhaps a little easier than that in the previous issue. The person pictured is a long-time American member of the Academy. The person has changed very little over the years. In fact, the editor's wife quickly identified the picture and said it would be no contest. On the other hand, she also quickly identified the picture of Tom Johnson and said that his identification would be no contest. It is too bad that she is not eligible for the prize. The accompanying photo was taken during the 1950's. The person pictured is an academic who holds a doctorate from an eastern university.

If you think that you can identify the person in the picture, send your answer to the editor of THE NOTEBOOK, at the editorial address. To allow for the delay in the mail service of our foreign members, there will be two prizes awarded. One prize will go to the first correct answer (based on earliest postmark) from a member in North America. The other prize will be awarded to the first correct respondent from a country outside of North America.

Who is eligible to enter? All members of the Academy of Accounting Historians are eligible except for officers (and the wife of the editor).

What do you win? The prizes for contest number four will be the same as those for number three, and they are really good. The



GUESS WHO?

first respondent in each category will receive a book authored by the editor of THE NOTEBOOK entitled *Accounting for Advertising Assets*.

Be sure to read this column in the next issue of THE NOTEBOOK to learn the identity of the individual in the photo and to learn the names of the contest winners.

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